



REFERENCES TO DOWNTOWN IN THE COMPREHENSIVE PLAN



DOWNTOWN LINCOLN—THE HEART OF OUR COMMUNITY

Downtown Lincoln belongs to all residents of Nebraska because “downtown” is synonymous with the University of Nebraska, state government, and the State Capitol building. This state-wide ownership has strong economic implications, and for that reason, as well as the desire to maintain downtown as the “heartbeat” of the community, the Comprehensive Plan will ensure that downtown remains a special place. The plan will seek to preserve vistas and institutions of cultural importance, to reinforce the district as a center of entertainment, and to promote a rich diversity of activities and uses, including housing, education, government, offices and commerce.

PRINCIPLES FOR DOWNTOWN

The City should preserve and enhance Downtown’s role as:

- the major office and service employment center of the City
- the focus of all levels of government
- the City’s principal cultural and entertainment center
- the hotel and convention center for the City
- the City’s financial center
- a hub of higher education
- specialty retail geared toward employees, area residents, convention visitors and University population

Lincoln’s successful Theater Policy must be maintained and reinforced. New entertainment attractions should be encouraged to locate in the Downtown.

The City’s government center must remain Downtown. All efforts should be made to locate local, state, and federal offices Downtown when expansions and relocations are considered.

Support development and implementation of the Antelope Valley project which is to provide neighborhood revitalization, transportation and transit opportunities and stormwater improvements on the east side of Downtown, the UNL campus and surrounding neighborhoods. As the Antelope Valley project progresses, ensure that new development is compatible with the existing Downtown and is pedestrian oriented. Development in the existing and expanded Downtown will maintain the urban environment, including a mix of land uses and residential types. Higher density development with parking areas at the rear of buildings or on upper floors of multi-use parking structures is encouraged.

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